Media Literacy

- Ability to critically use, assess, analyze, evaluate and create media in various forms
- Builds an understanding of the role of media in society and individuals and that is a representation pf reality
- 65% of 64 students prefer Internet rather than the library
- "why do we need to share this post?"

Information Literacy

- Ability to recognize when info is needed
- Ability to efficiently locate, accurately evaluate, effectively use and clearly communicative info in various formats
- Identify info needs and extent of info needed (Know the Benefits)

Media Consumption Behavior vs Media Behaviors

Social Media vs Social Networking Sites

- Locate and retrieve appropriate sources of info
- Synthesize the info retrieved, integrate it into one's knowledge base and successfully apply when needed
- Present this knowledge to others
- Translate these abilities and concepts to new projects and disciplines

Media Content

- Message delivered thru a medium

Message/Content

- Conveyed by words, signs and/or symbols
- "moral of the story"
- May be what you see, may be what it means
- Can be **textural, aural, visual**

Media/Channel

- Communication tools used to deliver and receive messages
- Types of Media
    - Indigenous (Local)
        - Originating from/produced naturally in locality
    - Library
        - Storage for reference materials
        - Public Library
            - Serves entire cities/towns
        - School Library
            - Kindergarten etc.
        - Special Library
            - Specialized environment such as hospitals, museum etc.
    - Broadcast
        - Radio or Television
    - Internet
        - Global computer network consisting of interconnected networks
        - Evaluation of info
        - Authorship
        - Publishing body
        - Accuracy and versatility
        - Currency

Feedback

- Receives response in the message
- Verbal/nonverbal
- Evaluates the effectiveness of the message
- Encourages open communication
- Give useful feedback

- Focus or give goal oriented feedbacks dwelled at specific behavior
- Use “I” statements

Noise

- Interferes with effective communication and blocks/ distorts the messages
- Different Types of Noise
    - Physical
        - Caused by the environment
    - Psychological
        - Caused by the mental make-up of people
    - Semantic Noise
        - Caused by language
    - Physiological Noise
        - Created by sickness/insufficiency

Context

- Background of comprehension
- Way of focus on certain communication process
- Setting in which communication takes place
- Types:
    - Historical Context
        - Takes into the account the regularity of the situation
        - What happens in the past
    - Psychological Context
        - Mood and emotions of the sender and receiver
    - Cultural Context
        - Beliefs, values, norms
        - Unable to speak someone’s local language
    - Social Context
        - Relationship between speakers
        - Sensitive topics with your parents
    - Physical Context
        - Environment in which the communication is situated in
        - Rally
- According to People
    - Intrapersonal
        - Talking to oneself
    - Interpersonal
        - Two people communicating
    - Group
        - More than 2
    - Public
        - Addressing many people
    - Mass
        - Broadcasting system/ info dissemination tool to quickly relay the message to large number of people

Information must be nourished by personal experience bur also fundamentally by collective cultural representative

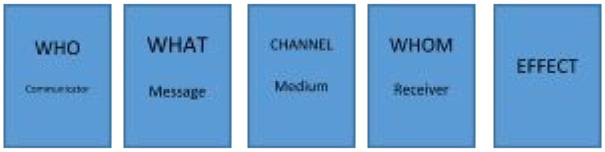
Elements of Mediated Communication

- Info Source
    - Those who produce what we see on media
    - Control the stories we receive
    - Ex. ABS CBN, GMA, TV5
- Responsibilities
    - Do not post anything that suggests or encourages illegal act
    - Avoid violations of intellectual property rights
    - Never transmit messages that are hateful, disruptive/ invasion of private one’s privacy

        - Avoid sending solicited/ unauthorized advertising/promotional materials
        - Never upload anything that could breach cyber security
        - Your social media is you
        - Before posting THINK (True, Helpful, Inspiring, Necessary, Kind)
    - Receiver
        - The destination of media mess
        - Indigenous group or public
        - Be info literate
    - ILEAPT
        - Identify the information needed (what's the question)
        - Locate and retrieve from the right sources (where to find the answer)
        - Evaluating the info you receive (how correct and true is the answer)
        - Apply new knowledge (What did I learn)
        - Present to others (what do I teach)
        - Translate to action

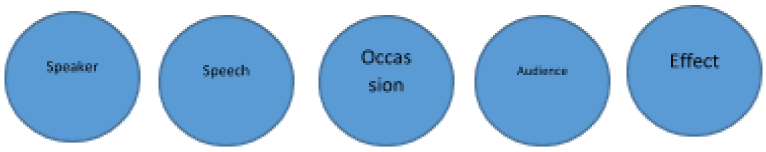
Communication Models

- Linear Model
    - A simple one way communication model
    - Message flows in a traight line from sender to receiver
    - No concept of feedback
    - Only task that a receiver does here is to receive the message
    - Models
        - Lasswell's Model
            - Who: the person who formulates the message
            - What: The content of the message
            - Channel: the medium by which the message is being communicated
            - Whom: the person who receive the message
            - Effect: the outcome of the message



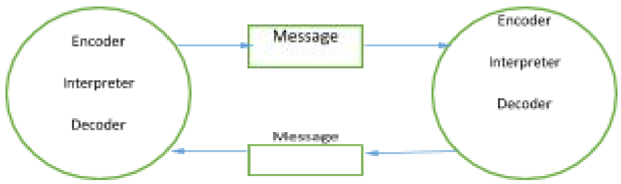
        - Advantages:
            - Easy and simple
            - Suits all types of communication
            - Concept of Effect
        - Disadvantages
            - Feedback not mentioned
            - Noise is not mentioned
            - Linear Model
    - Aristotle's Model
        - First model of communication proposed before 300 BC
        - The most widely accepted
        - Speaker centered model as the speaker

has the most important role and is the only one active
- Audience is passive and influenced by the speech
- One way Communicaton



- Shannon and Weaver Model
  - Shannon and Weaver wrote “A Mathematical Theory of Communication”
  - Advantages
    - One – way communication
    - Communication is taken as quantifiable
    - Concept of noise helps in making communication effective
  - Disadvantages
    - Feedback is less important as compared to message send
    - Critics says this model is a misleading, misrepresenatation of the nature of human communication
    - Had difficulty when applied to human communication
- Berlo’s SMCR Model

- Interactive Model
  - Schramm’s interactive model that emphasize how the receiver and listener provide feedback to the sender or speaker



  - Advantages
    - Gives both parties the chance to give their opinion
    - Sender and receiver interchanges and both are equally active
    - Feedback makes it easier to know if message
  - Disadvantages
    - Cannot deal with multiple levers of communication
    - There can only be two sources communication as multiple sources are making it complicated
    - Messages sent and received might be misinterpreted at times
- Transactional Model
  - Shows that the elements in communication are interdependent
  - Senders and receivers both are known as communicators and both play equally important roles in communication

- Relates communication with the social reality, cultural up – bringing and relational context. Non – verbal feedback like gestures, body language is also considered as feedback in the model

Functional Approaches of Media

- Surveillance
  - It means the media provides news and information
- Correlation
  - It means the media presents the information to us after they select, interpret and criticize
- Transmission
  - It means the media reflects our own beliefs, values and morals
- Entertainment
  - Media entertains us in our free time and provides an escape from everyday life
- Mobilization
  - Media functions to promote society’s interests especially in times of crisis